



2007 US AWARENESS AND PERCEPTIONS OF AUSSIE PRODUCTS

The Australian Made Campaign undertook a major promotional campaign in Los Angeles between 2005 and 2007 as part of its Export Branding Project. The campaign consisted of:

- Participating in the G'day LA and Australian Food and Wine Expo promotions
- Wild postings
- Billboards
- Street Teams
- Media Pitching
- Internet giveaway of Australian goods
- In store promotions at gourmet grocery stores Bristol Farms and Gelson's

Horizon Research Corporation tracked the promotional campaign to find out about Americans' views and awareness of Australian products and any growth in these measures that could be attributed to the campaign's actions.

The final report of the three-year study found that awareness of the Australian Made logo almost tripled and that the Australian Made Campaign's primary role was to add brand value to export promotions that are developed in partnership with others and are like and remembered by consumers.

Key findings:

- In 2005 overall awareness of the Australian Made logo was 9%.
- Logo awareness increased to 12% in 2006 following a promotional campaign on the Westside of Los Angeles
- In 2007 awareness jumped to 26% thanks to promotions at high end grocery stores targeting affluent consumers
- US consumers are very positive about the Australian Made logo, seeing it as a simple yet strong design and very appropriate for what it is trying to convey
- Exporters are also very positive about the logo
- Reactions to in-store promotions at high end grocery stores were very positive and well remembered
- In-store promotions were also linked to increases in sales

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.